

# ENHANCING PEOPLE'S LIVES

## IMPACT REPORT 2018/19



# WELCOME TO SALFORD COMMUNITY LEISURE'S (SCL'S) IMPACT REPORT!

I am extremely proud to share with you some of our key highlights from last year and to be able to demonstrate the positive impact we've made to people's lives.

*Salford Community Leisure exists to enhance the lives of people through sport, leisure and cultural opportunities. Each week we deliver thousands of activities across the city and facilitate millions of visits to our venues, helping our customers*

*improve their health and wellbeing, increase their community involvement, develop education and skills and help enrich the environment.*

2018-19 has been another successful year for us and we have realised some amazing achievements! In our drive to encourage and enable more people to be physically active we have invested in our leisure centres, tackled some of the barriers preventing people from swimming and have worked closely with regional partners to develop a plan to reduce inactivity. Our Libraries have extended opportunities by taking services to communities, by offering new ways of enjoying reading and learning and by improving access through technology.

We welcomed a wide range of audiences into our venues through our extended and varied events programme. Customers were treated to open air performances of Shakespeare's famous plays in the grounds of our Tudor House, families enjoyed interactive storytelling and animation workshops in our libraries and a number of our leisure venues hosted national, regional and local events and competitions.

We have continued to invest in our people and organisation in our ongoing commitment to building a great place to work and we are proud to have become a Living Wage employer, delivering a welcome pay increase across our workforce.



I would personally like to thank all our team members, volunteers and partners for their passion and commitment, without them the scale and quality of our achievements would not be possible.

*I hope you agree that what follows in this document highlights our key successes and brings to life the positive impact we have on people's lives.*

Stephen Hassall  
Chief Executive

**OVER 3 MILLION** visits were recorded at SALFORD COMMUNITY LEISURE VENUES

OPEN

SOCIALLY RESPONSIBLE  
**HONEST**

*caring*  
FOR OTHERS



# IMPROVING HEALTH AND WELLBEING

## Over 1.6 million leisure centre visits were recorded

- Over 6,000 people chose to get active with us by joining our health and fitness membership, a **13% INCREASE COMPARED TO 2017-18**
- Broughton Leisure Centre increased the number of women being active by 22% as a result of opening a female-only gym
- Our Active Communities team delivered a busy programme throughout the city, keeping children active during the school holidays

## Over 300 fitness classes were delivered each week

- We developed a local plan with partners to spend **£690,000** of funding from Sport England to increase physical activity levels in the city
- More older people are using Clarendon Leisure Centre following the introduction of walking football and bowling
- We continued to work closely with Swim England and Sport England to address barriers to swim participation
- Fitness sessions for children who have injuries sustained through sport and inactivity have been set up at Swinton and Pendlebury Leisure Centre with physiotherapy staff from Salford NHS

**YOGA WAS INTRODUCED AT SALFORD MUSEUM & ART GALLERY, PART OF A NEW SCHEME OF MINDFULNESS AND WELLBEING ACTIVITIES AT THE MUSEUM**



individuals accessed new **adult music classes** and **workshops**, benefitting from the positive impact of music on **health and wellbeing**



**WE INTRODUCED A PROGRAMME OF ACTIVITY CLASSES AIMED AT ENCOURAGING CHILDREN FROM 3 YEARS OLD TO BE ACTIVE**



## Over 1,000 open water swimmers took to the water at the Helly Hansen Watersports Centre over the summer season

- Regular outdoor ability sessions for people with disabilities were introduced at the Helly Hansen Watersports Centre
- A new Visual Impairment Reading Hub is being developed for Swinton Library to support visually impaired children with sensory boxes and books, and popular titles in Braille and Moon
- A partnership between Libraries and Mental Health practitioners at Salford Royal Hospital led to a 34% increase in loans of Reading Well self-help books, for adults and children with a range of mental health conditions

## read·ing mat·ters

improving skills, changing lives

The benefits to learning and well-being provided by reading – in ways new and traditional – were enjoyed this year by more people of all ages. Loans of books in both hard copy and digital formats increased, with more than 500,000 books borrowed across the city. Digital downloads of e-books, e-audiobooks and e-magazines more than doubled to a total of nearly 40,000



- More than 70 people gained from the health and wellbeing benefits of participating in 13 reading groups held in the city's libraries
- Libraries across the city provided customers with information and support around national health campaigns such as Dementia Awareness Week, Change 4 Life Sugar Smart and Men's Health Awareness week
- 15 older people, including some living with dementia and their carers, attended monthly Sporting Memories sessions at Swinton Library to socialise and reminisce about playing and watching sport
- MAPAS launched new choirs in 2 care homes to promote wellbeing and tackle isolation

## SUPPORTING LOCAL COMMUNITY NEED

Working with a range of local partners, we supported low income families by providing free, healthy and nutritious meals alongside holiday activities at Oasis Academy, Westwood Park Community Centre and Winton Library.



## Supporting people with Long-Term Health Conditions

Our Active Lifestyles team has seen significant growth in the past twelve months, enabling the team to enhance the lives of more people with long-term health conditions.

### Highlights this year included:

- Over 2,300 people with long-term health conditions were referred to an exercise programme
- 3 new members of staff joined the expanding team
- A pre-operation pathway was created to allow patients diagnosed with Upper GI or Colorectal Cancers to be referred to the Can-Move project at diagnosis
- Each week around 55 exercise classes that support people with long-term health conditions were delivered
- Working in partnership with other Greater Manchester (GM) Leisure Trusts, a GM-wide Prehab4Cancer Project has been established. The programme, hosted by SCL will provide exercise to improve outcomes for cancer patients after surgery or treatment
- Mindfulness sessions were introduced at Wardley Community Centre to support improved mental wellbeing, particularly for people living with long-term health conditions
- The launch of Change Your Weigh, a tier 2 adult weight management service aimed at Salford residents of a particular body weight mass (BMI), supported over 100 people to lose weight
- The Postural Stability Programme was expanded as part of the Salford Falls Prevention Strategy, enabling us to support more people at risk of falling
- 2 new Health Walks were introduced and walk leaders were trained to support all Health Walks
- 20 local people were helped to manage their arthritic pain through a bespoke exercise programme pilot

# INCREASING COMMUNITY INVOLVEMENT

**Over 160 LOCAL GROUPS** base themselves at the **7 Community Centres** across the city, providing vital community hubs



- The Valley Community Centre team secured £800 of funding for the Centre's Youth Group
- The Community Centres remain popular local venues for holding birthday parties and celebrations
- Boothstown Community Centre supported a popular Christmas community event, bringing local families together to celebrate the start of the festivities
- In partnership with the local 'Youth Unity' organisation in Little Hulton, around 50 young people regularly attended sessions at Little Hulton Library, with activities such as table tennis, Playstation, indoor football and karaoke in a safe, supervised environment
- The Salford Sports Network Awards hosted their **biggest ever event** at The Lowry Hotel, recognising the sporting achievements, hard work and dedication of voluntary sports clubs and individuals across Salford
- Broughton Leisure Centre, in partnership with The Lowry hosted 2 sell-out nights of the 'Take On Me' show, attracting hundreds of spectators. The aim of the show was to bring the Arts closer to the community
- A variety of large-scale events were held in our leisure venues attracting national, regional and local audiences and competitors, including; Aerial Arts, Quidditch, Martial Arts, a Soccer Festival and a Tea Dance

**Salford Sports Village** supported and enhanced a number of local **football schemes** for the benefit of the **local community**, including Salford City Football Club, Street Reds and Manchester Ability Counts League



A record number of local people – **OVER 3,400** attended the annual Halloween Spooktacular event in Buile Hill Park

- Carbon Landscape walks were introduced to reconnect people to the land, build local passion and pride and encourage volunteering
- Ordsall Hall have forged new community links with a number of partners, including Kids Planet Nursery who generously donated new costumes, giant games and bean bags
- Salford's 1st Children's Comedy Club was launched at Ordsall Hall
- Ordsall Hall hosted a sell-out Mother's Day afternoon tea event
- 4 new horticultural volunteers were recruited at Ordsall Hall to support the gardens
- Over 3,000 volunteer hours supported Ordsall Hall and Salford Museum and Art Gallery
- Ordsall Hall enjoyed another successful season of outdoor theatre, with sell out performances of Pride and Prejudice, Twelfth Night and Romeo and Juliet



**Ordsall Hall** continues to be a popular wedding venue - **17 weddings** took place last year and a busy open day was held in March



- Over 22,000 images from the Local History Library collection were scanned and made accessible online
- Around 800 items from the Local History reserve stock were made available for users to loan from libraries across the city
- Libraries continued to offer community-based feature film screenings, with Broughton Library attracting an audience of over 40 for 'Paddington Bear 2' and Little Hulton Library launching a free 'Family Film Club' on Saturday mornings, complete with popcorn and drinks
- In its first year, the Band-Its project, providing free music lessons to children in one of the City's most deprived areas, recorded over 560 attendances

**A children's comic club started at Height Library, led by local volunteer artists. Children come together to develop their drawing skills, socialise and enjoy comics**



**MAPAS performed over 40 concerts in a range of venues throughout the community**

- The Youth Alliance recruited over 100 volunteers (aged 14-25 years old) who completed 2,000 volunteer hours. 12 volunteers have gone on to gain employment using skills gained
- A group of young volunteers supported a street doctor's session to raise awareness of knife crime and equip young people with practical skills to save lives when most needed
- As a result of the BAYSE project in and around the Brookhouse Estate there has been a marked reduction in the number of recorded police calls regarding anti-social behaviour
- Over 56,000 books were issued to more than 500 of the city's housebound residents visited by the books@home service, (one of the most far-reaching 'at home' library services in the North West)



## MAXIMISING A COMMUNITY ASSET

Access to Cadishead Library has been enhanced through the introduction of specialised technology, 'Open Plus', that allows customers to use services when staff are not present, via a process of self service. Residents are now able to borrow and return books, use computers and meet and relax in the library independently. Staff are regularly available to offer support and opening times have increased by 18 hours per week.

**Libraries Live enabled more than a 1,000 people to enjoy high quality arts events and activities in libraries and Salford Museum & Art Gallery**



## Supporting the Community

**ONE OF OUR COMMUNITY LIBRARIANS VISITED BOURKE GARDENS CARE HOME TWICE A MONTH TO READ SHORT STORIES AND POEMS TO THE RESIDENTS.**

Many residents are not able to read due to sight problems or dementia, so the sessions allow them to enjoy books and words in a different way. The session encouraged some residents to come out of their rooms and mix with other people and has helped to break down loneliness and isolation. This work will be expanded across Salford in 2019 as part of 'Reading Friends', a Greater Manchester initiative supported by the Reading Agency, to reduce social isolation and loneliness through conversations and reading.



## Salford Youth Alliance

**IN ITS FIRST YEAR, THE SALFORD YOUTH ALLIANCE PROJECT ENGAGED WITH OVER 1,100 YOUNG PEOPLE** from the Ordsall, Langworthy, Claremont, Weaste and Seedley areas.

As part of the project 137 street-based sessions were delivered in Weaste and Seedley. The sessions offered young people routes into employment and training and diverted them into positive activities, resulting in reduced anti-social behaviour in the area.

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# DEVELOPING EDUCATION AND SKILLS

**OVER 138,000 VISITS** were made to Ordsall Hall and Salford Museum & Art Gallery

- 114 schools and over 5,400 pupils visited Ordsall Hall and Salford Museum and Art Gallery as part of their curriculum, learning about history and heritage

 **14**  
EXHIBITIONS  
were curated at Ordsall Hall and Salford Museum and Art Gallery



- The First Salford Open exhibition at Salford Museum and Art Gallery showcased amateur and professional artists living, working, studying or were born in Salford
- The Lark Hill Place project, which for one year moved the museum's Victorian Street forward from 1897 to 1918 ended and the street was turned back to its original setting
- Ordsall Hall ran 2 Royal Horticultural Society (RHS) courses with 30 students
- 2 bursaries for RHS students at Ordsall Hall were awarded by the Friends of Salford Museums Association



**Let's Explore!**  
DISCOVERY TRAIL

**A NEW FAMILY TRAIL WAS LAUNCHED AT ORDSALL HALL AND SALFORD MUSEUM & ART GALLERY TO ENHANCE OUR FAMILY OFFER**



## Gallery Babies, a sensory session for babies, was introduced at Salford Museum and Art Gallery

- We directly supported the literacy of over **9,700** children and young people through over **200,000** book loans from libraries
- The library service's 12 weekly Story-rhymetime sessions provided fun story-based activity for over 6,000 pre-school children and their parents and carers
- Over 3,000 children participated in 119 class visits to our 16 libraries
- The library service ran 10 new 3D printing sessions for local schools and families, supporting over 250 children to access new technology and design their own 3D print
- Another successful Salford Children's Book Awards was hosted at Salford University with 4 authors and 120 children from 15 Salford schools attending
- In partnership with the Business Growth Hub, Libraries supported residents interested in self-employment and those who recently started their own business. Around 200 people attended workshops

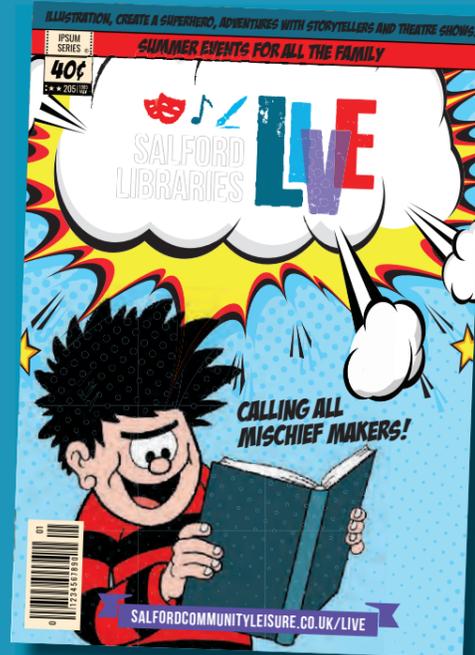
**OVER 25,000**  
PEOPLE USED THE FREE PUBLIC PC'S

**The Schools' Library Service loaned over 85,600 books to 84 schools to support pupil learning**



## Summer Reading Challenge

Salford Libraries ran a successful summer reading challenge called Mischief Makers, celebrating the 80th anniversary of The Beano. **Over 1,300 children and young people read 6 books** during the summer period, meaning Salford finished within the top 3 authorities in the North West. During the Summer Reading Challenge, children in the city borrowed over 50,000 books!



- Funding provided from the Salford Youth Alliance enabled additional swimming lessons to be delivered at Clarendon Leisure Centre to children who had not attained the Key Stage 2 standard
- Over 760 children and young people attended Swim Safe sessions at the Helly Hansen Watersports Centre during the summer, learning how to stay safe in and around open water
- We introduced Discovery Ducklings, a new Swim England family session aimed at water confidence
- 84 schools took part in the Big School Swim, a national campaign to highlight water safety
- A total of 112 medals were won at the Lancashire County Swimming Championships



**OVER 7,000**  
CHILDREN AND YOUNG PEOPLE  
LEARNED TO SWIM WITH US



## SALFORD RA TAKE OVER

### Royal Academy Exhibition

Salford Museum and Art Gallery and Ordsall Hall were very proud to welcome the Royal Academy to their exhibition spaces, celebrating the 250th anniversary of the institution. The exhibition picked out hidden gems from the collections and included L.S Lowry, David Hockney and Elizabeth Frink. Our collections were complemented by loans from the Royal Academy, The Lowry, Manchester Art Gallery and the University of Salford.

- Ewan Wilson, a Salford swimmer, was awarded the prestigious Greater Manchester (GM) Sports Performer of the Year at the GM Sports Awards
- 9 Salford swimmers attained scholarships for University in America
- Jessica Fletcher, Salford's Synchronised Swimming Coach, won Coach of the Year at the Salford Sports Awards
- Salford Synchro club won top North West club and top Lancashire club. One swimmer was selected for the GB Junior Team and one for the England Talent Team
- Swim coach Adam Naylor was selected as Head Coach of England Talent Regional Programme
- Over 120 young men registered on football and rugby educational programmes at Salford Sports Village





## Supporting Digital Skills

In libraries across the city 1,000s of residents were helped to develop their digital skills through nearly 50 courses led by IT tutors, and more than 80 informal 'Digital You' drop-in sessions with staff. Learning covered everything from basic keyboard skills, staying safe online and helping customers with their own digital devices. Day-to-day support was also offered to over 25,000 people who used the free public PCs.

**OVER 2,500**



children and young people learnt to play an instrument with our Music and Performing Arts Service

- Over 400 young dancers were given the opportunity to perform at The Lowry Theatre in front of their family and friends
- The large scale annual MAPAS events continued with great success this year, with over 1,300 school children from 34 schools collectively performing as part of the Big Sing and Wider Opportunities Showcase in June



**MAPAS worked in over 70% of Salford schools to deliver and support their music education**



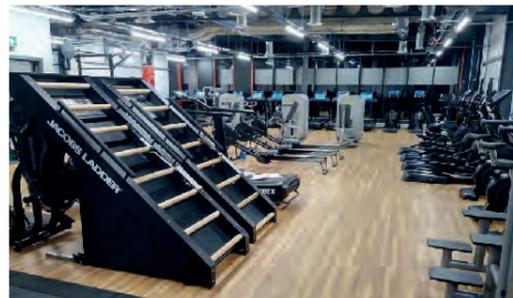
# ENRICHING THE ENVIRONMENT



## Improving Leisure Centres

Worsley Leisure Centre received a £1.5 million investment to provide a new first floor gym, multipurpose studio, new changing rooms and spacious reception area. The centre re-opened in December 2018 and has seen a record number of new members joining.

- We introduced Cross Fit to Ordsall Leisure Centre
- Irlam and Cadishead Leisure Centre benefitted from the installation of new boilers, a sauna and self-service access to help improve the customer experience
- The changing rooms at Eccles Leisure Centre underwent refurbishment
- Eccles Leisure Centre marked its 30th birthday anniversary
- Clarendon Leisure Centre was the latest to benefit from investment in its gym, installing new state-of-the-art equipment and refreshing the gym area



- Phase 1 of the car park improvements at Salford Sports Village were completed (funded by section 106 money), maximising use of the parking facilities
- A Contact Centre was piloted to help improve the service provided to our leisure centre customers
- Clifton Community Centre has been painted and Galliford Try tidied and cleaned the back yard at the centre
- Improvements were made to the environmental monitoring software in the archives at Salford Museum and Art Gallery, helping to preserve collections and identify potential problems that could lead to damage
- Upgrades were made to the CCTV and lighting in the Langworthy Gallery at Salford Museum and Art Gallery
- Emergency restoration work was completed in the Victorian Gallery at the Museum

## Clifton Country Park Café

A new café was opened in Clifton Country Park during the summer and has proved a real success in enhancing the Park's offer. Set in 48 hectares of beautiful countryside, the café is open 5 days a week and caters for families, walkers and dogs. Its opening has helped contribute to an increase in visitor numbers to the park



- The Egerton Gallery at Ordsall Hall is being developed into a permanent family gallery
- Plans to develop a Peacock garden at Ordsall Hall have begun
- State of the art self-service book kiosks were installed at all 16 libraries, enabling more independent access and improved customer support
- The Greater Manchester Police Proceeds of Crime continued to fund free sports activities for local children at Salford Sports Village
- The Langworthy Gallery at the Museum hosted its largest seated catered event, serving 90 guests

Installation of new LED lighting took place at a number of venues



 **ALL OUR BUILDINGS ARE RUN ON GREEN ENERGY**



# RECOGNITION OF THE WORK WE DO



- Irlam and Cadishead Leisure Centre were accredited by the Institute of Swimming as an Approved Training Centre
- Ordsall Hall passed the Royal Horticultural Society (RHS) audit
- We became an Employer Partner of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)
- 34 Salford schools gained accreditation as 'Music Mark Schools' through their strong relationship with MAPAS
- The Brookhouse, Arts, Youth, Sports and Education (BAYSE) project was nominated for the Spirit of Salford Award in Best Community Safety Project



Both Ordsall Hall and Salford Museum & Art Gallery achieved a **4.5/5 star rating** on Trip Advisor



## Hoop

We were excited to win 4 awards through the inaugural Hoop Awards 2018, including Best Family Entertainment in Greater Manchester! The Hoop Awards recognise and celebrate the people that go above and beyond to entertain, educate and inspire children nationwide.

## LEARNING AND DEVELOPMENT

We are committed to investing in the learning and development of our workforce. In the past twelve months our workforce have attended over **120 learning and development courses**, recording around **4,000 hours of continuous professional development**.

We have upskilled team members in a variety of areas to help enhance the lives of our customers, including more team members being able to support people with long-term health conditions with exercise and more of our team sharing their digital skills and knowledge with library users to build their confidence with technology.

## Digital Eagles

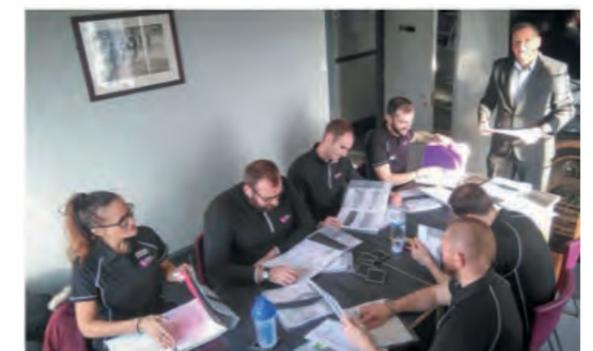
**2 TEAM MEMBERS BECAME DIGITAL EAGLES**

**AS PART OF THE GOVERNMENT'S APPRENTICESHIP LEVY WE HAVE SUPPORTED 24 EMPLOYEES TO UNDERTAKE APPRENTICESHIPS.**

Working in partnership with Salford Futures, the café at Salford Museum and Art Gallery provided placements for 7 people. The participants were a mixture of 16-24 year olds becoming work / apprenticeship ready and older people seeking to get back into work after long-term sickness or unemployment.

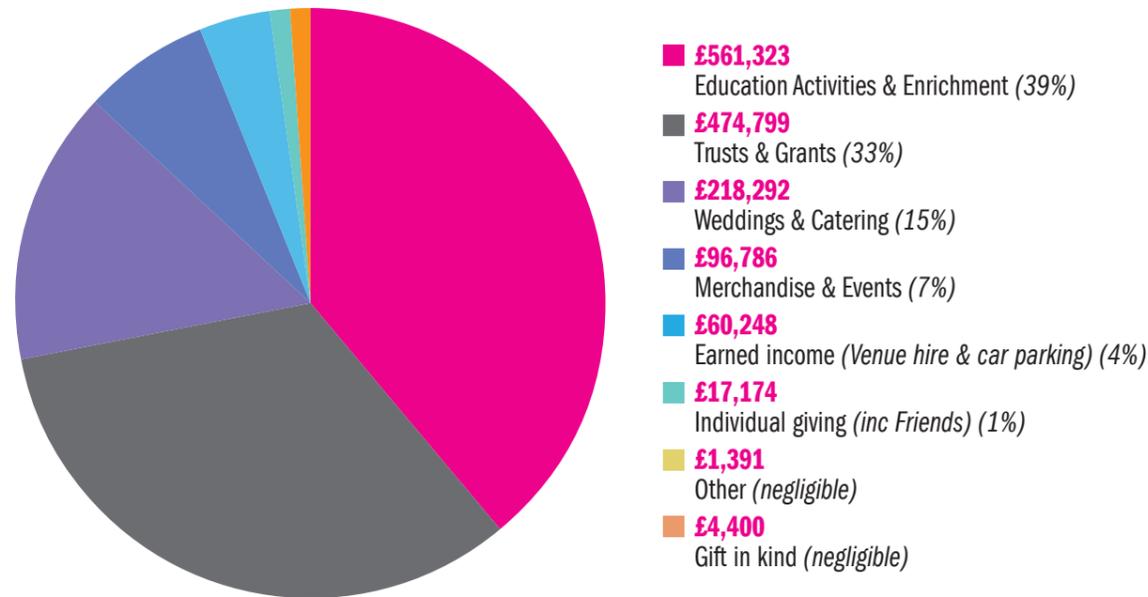
## Apprenticeships Delivering Career Progression

Working with the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) we have implemented the Leisure Duty Manager apprenticeship. 6 Duty Managers have completed the apprenticeship standard, the first cohort in the country to register for this standard.



# FUNDRAISING

In the last financial year **£1.4 million** was raised to support SCL's cultural venues and activities:



**Key Highlights:**

- £17,780 funding received from the Home Office to deliver a Citywide Knife Crime awareness project
- £5,000 funding received from National Illegal Money Lending team to deliver a Citywide Loan Shark Awareness Art Project.
- £7,500 funding received from Citywest to set up new youth club in Walkden
- Over £1,200 in donations raised towards the restoration of the portrait of Mary Markendale
- Awarded £25,000 investment by the Salford Ambition for Ageing Programme to test and learn from an Age Friendly Arts and Culture offer in Seedley and Weaste, Langworthy and Broughton
- Received funding from the Ghosh Trust to set up a bursary for talented young musicians
- Funding from the Friends of Salford Museums Association supported Ordsall Hall's Garden Party and the purchase of a vintage tea service



**SUPPORT US**

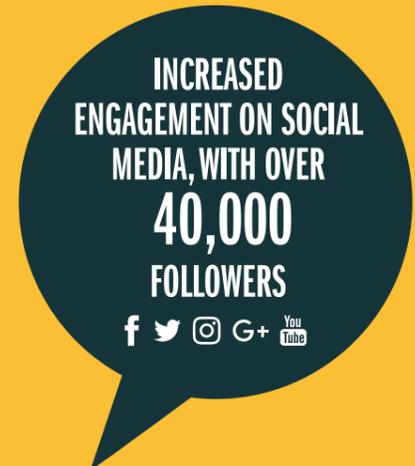
IN ENHANCING LIVES ACROSS SALFORD

Charitable status reference XR71610



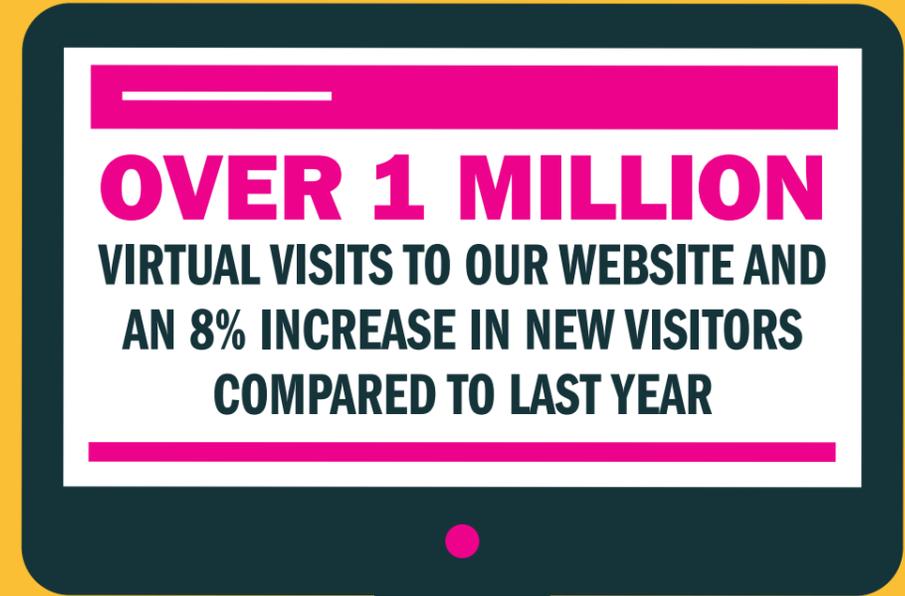
INSTALLATION OF NEW TECHNOLOGY AT CLIFTON COUNTRY PARK CAFÉ TO IMPROVE CUSTOMER TRANSACTIONS

# COMMUNICATING WITH OUR CUSTOMERS

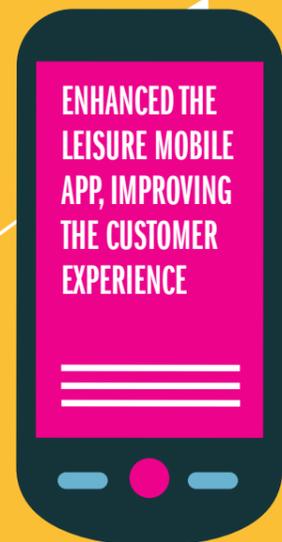


**233 EMAIL CAMPAIGNS SENT TO OVER 270,000 EMAILS**

**DELIVERED SEASONAL CAMPAIGNS PROMOTING EASTER, WHIT, SUMMER AND HALLOWEEN**



ENGAGED WITH 9 BLOGGERS / INFLUENCERS





We rely on the generosity and support of the community and our partners to enhance the physical and cultural wellbeing of the Salford community, both now and in the future.

Every pound we receive, whether from donations, venue hire, membership or items purchased in our cafés or shops, goes back into keeping Salford's leisure and cultural venues open for all to enjoy

*Interested in supporting our work?  
Please visit: [www.salfordcommunityleisure.co.uk/supportus](http://www.salfordcommunityleisure.co.uk/supportus)*

# LOVE HERE. GIVE HERE.



[www.salfordcommunityleisure.co.uk](http://www.salfordcommunityleisure.co.uk)

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